

Code of Practice
UK Football and the Betting Industry
Single Match Betting
2011 – 2012 Season



1 INTRODUCTION

- 1.1 During discussions between the Football Leagues and representatives of the betting industry it was agreed that a committee would be formed between the betting industry and the Football Authorities to review a Code of Practice that would enable Single Match Betting for all League Matches.

This committee consists of:

- 4 nominees from the Association of British Bookmakers
- 4 appointees from the Football Authorities

The following pages represent an agreed method of operation for any betting business that wishes to offer Single Match Betting on any League Match.

Permission is contained within the normal Fixture Licence for match betting on any televised League Match (see clause 4.1 (i) below) anywhere in the world. Information on these matches can be found at www.premierleague.com

If a betting business wishes to take any singles bet on a non-televised League Match then it will have to agree to the business processes described in this Code of Practice by:

1. Completing their business name and address in the appropriate section
2. Indicating the name of the 'Responsible Person'
3. Signing and returning a copy of this Code of Practice

All relevant information of Unusual Betting Activity should be reported by:

Members of The Association of British Bookmakers to 0207 434 2111 (or such other telephone number as notified to the Bookmaker from time to time); or

Non-members of The Association of British Bookmakers report irregularities directly to Football DataCo Limited on 0207 864 9156/ 0207 864 9121 (or such other telephone number as notified to the Bookmaker from time to time) Out of hours: 07887 997378 or 07719 405652

- 1.2 All applicable Definitions are set out in Schedule 2.

2 DOES THE CODE OF PRACTICE APPLY TO YOUR BUSINESS?

- 2.1 The Code of Practice does not apply to your business if you only:

- (a) Promote, invite, take or settle a bet on the result (or any aspect) of a single League Match that is transmitted Live on Television anywhere in the world, or
- (b) Do not promote, invite, take or settle a bet on the result (or any aspect) of a single League Match.

- 2.2 You must adhere to the Code of Practice if you:

- (a) Promote, invite, take or settle a bet on the result (or any aspect) of any other single League Match that is not covered by paragraph 2.1(a) above.

3 WHAT IS THE CODE FOR?

- 3.1 The Football Authorities and the bookmaking industry have co-operated to develop a Code of Practice for those Bookmakers that wish to offer Single Match Betting on League Matches to their Customers. This Code of Practice is designed to protect bookmakers, their customers and the Football Authorities from irregular betting activities.
- 3.2 This Code of Practice is designed to enable Bookmakers to determine the circumstances where Single Match Betting may be offered and assist in the timely and effective prevention, identification, resolution and investigation of Unusual Betting Activity.

4 WHAT ARE THE APPLICABLE RULES?

- 4.1 If a Bookmaker does (or intends to) promote, invite, take or settle Single Match Betting on League Matches then it agrees to:
 - (a) comply with the Code of Practice;
 - (b) hold in full force and effect all applicable Fixtures Licences;
 - (c) not promote, invite, accept or settle any bet on a single League Match except in accordance with the terms and conditions of this Code of Practice;
 - (d) implement all necessary and appropriate systems to enable it to identify, prevent, resolve and investigate Unusual Betting Activity;
 - (e) notify ABB (if a member, or DataCo if not) of any Unusual Betting Activity within a reasonable time of becoming aware that such activity is, has been or might be taking place;
 - (f) co-operate fully and promptly with ABB and/or the Football Authorities in the identification, prevention, resolution and investigation of any Unusual Betting Activity and undertake any other action reasonably necessary to identify and minimise Unusual Betting Activity;
 - (g) maintain adequate procedures for receiving and responding to both oral and written requests (as envisaged by this Code) from the Football Authorities;
 - (h) respond promptly to all reasonable requests relating to the occurrence or appearance of Unusual Betting Activity from the Football Authorities and make every reasonable effort to resolve them; and
 - (i) on a voluntary basis only (and without recognising that the Football Authorities have any rights in those matches) notify ABB (if a member, or DataCo if not) of any Unusual Betting Activity concerning matches that are not played under the auspices of the Football Authorities within a reasonable time of becoming aware that such activity is, has been or might be taking place;
 - (j) comply with the Standard Rules set out in Schedule 1.

5 GOVERNING LAW

5.1 This Code of Practice shall be governed by and construed in all respects in accordance with the Laws of England and all parties submit to the exclusive jurisdiction of the English Courts.

<p>Business Name :</p> <p>Address :</p> <p>.....</p> <p>..... Post Code :</p> <p>Responsible Person :("Responsible Person")</p>

Signed for and on behalf of the
above named company **Date :** ... / /

Witness signature :

Name :

Address :

..... **Post Code :**

SCHEDULE 1 STANDARD RULES

1. INTRODUCTION

- 1.1 All signatories to this Code of Practice agree to be bound by its terms, conditions and obligations.
- 1.2 The Code of Practice should be read in conjunction with:
 - (a) All applicable legal requirements for the conduct of gambling including, but not limited to the Betting Gaming and Lotteries Act 1963 (as amended) and (in the case of spread betting activities) those rules and regulations issued by the Securities and Futures Authority.
 - (b) The terms and conditions of the Fixtures Licences.
- 1.3 The Code of Practice is not intended to replace the terms and conditions of the Fixtures Licences and/or any policy or procedure that may exist as part of Government legislation. In the event of any conflict between the Code of Conduct and either the provisions of the Fixtures Licences or government policy, then the provisions of the Fixtures Licences and/or government policy shall take precedence.

2. BREACH OF THE CODE

- 2.1 In the event of a Bookmaker breaching and/or failing to comply with any or all of the terms of this Code of Practice, DataCo shall be entitled to suspend or terminate the Bookmaker's right to offer Single Match Betting on League Matches, and thereby restrict the licence entered into between DataCo and the Bookmaker.
- 2.2 In the first instance, DataCo shall determine whether or not a Bookmaker has breached and/or failed to comply with any or all of the terms of this Code of Practice and whether it should suspend or terminate the Bookmaker's right to offer Single Match Betting. If DataCo does conclude that a Bookmaker has breached and/or failed to comply with any or all of the terms of this Code of Practice, it shall notify the Bookmaker in writing (posted to its registered or head office) of that fact and of any suspension or termination that has resulted.
- 2.3 Any Bookmaker that wishes to contest a decision reached by DataCo in accordance with clause 2.2 above, or any Bookmaker that has any other dispute with DataCo in respect of this Code of Practice, shall be entitled to refer the issue to the Committee in accordance with clause 2.4 below.
- 2.4 If a Bookmaker wishes to refer an issue to the Committee in accordance with clause 2.3 above, it shall do so in writing within 21 clear days of the date on which it became aware of the issue (which shall be, in the case of a decision reached by DataCo in accordance with clause 2.2 above, the date on which it received written notification in accordance with clause 2.2 above). The Committee shall then decide upon a procedure for determining the issue, and the Bookmaker and DataCo shall each comply with that procedure in full. The Committee shall ensure that the procedure complies with the principles of natural justice, and, in any event, that it includes (a) (in the case of a decision reached by DataCo in accordance with clause 2.2 above) the opportunity for the Bookmaker to be told of the breaches/failures to comply, and (b) the opportunity for the Bookmaker to present its case to the Committee, including the opportunity to call witnesses and other evidence and to challenge any evidence

against it. The Committee shall have the power to make any ruling that it considers appropriate, including (in the case of a decision reached by DataCo in accordance with clause 2.2 above) quashing the earlier decision by DataCo and/or amending any suspension or termination that resulted.

- 2.5 Any decision of the Committee reached in accordance with clause 2.4 above may be appealed (by the Bookmaker and/or by DataCo). That appeal shall be made in writing to the Sports Dispute Resolution Panel within 21 clear days of the date on which the appellant received notice of the Committee's decision. There shall be no restrictions on the grounds of appeal.

3. CONSULTATION & AMENDMENTS TO THE CODE OF PRACTICE

- 3.1 It is recognised that the Code of Practice may require review due to changing circumstances. Consequently, the Committee will meet on an as needed basis, or at least every year, to consider any issues that may arise. The Committee may, as necessary, consult with other appropriate persons or organisations.
- 3.2 Any change to the Code of Practice shall be made by formal resolution at a Committee meeting, with the resolution requiring two-thirds majority of those entitled to vote. Once passed a resolution shall be notified to the signatories to the Code of Practice and shall be binding on all signatories 21 days after such notification is sent.

SCHEDULE 2 DEFINITIONS

1 DEFINITIONS

In this Code of Practice, the following words shall have the following meanings:

- 1.1 "ABB" means the Association of British Bookmakers or any body that substantially replaces it from time to time.
- 1.2 "Bookmaker" means any entity that offers, settles or facilitates any bet or wager and for the purposes of this Code of Practice includes any entity that offers, settles or facilitates any spread betting or peer-to-peer activities.
- 1.3 "Code of Practice" means the attached Code of Practice (and the Standard Rules) as amended from time to time.
- 1.4 "Committee" means a committee comprising 4 nominees from the ABB and 4 appointees from the Football Authorities that shall be convened by as and when required.
- 1.5 "Customer" means any customer that partakes in Single Match Betting on League Matches.
- 1.6 "DataCo" means Football DataCo Limited of 30 Gloucester Place, London, W1U 8PL.
- 1.7 "Fixtures Licences" means those licences issued from time to time by Football DataCo Limited to Bookmakers concerning the use of League Match related fixtures and/or data.
- 1.8 "Football Authorities" means The FA Premier League, The Football League, The Scottish Premier League, The Scottish Football League and Football DataCo Limited.
- 1.9 "League Match" means any football match involving teams that are members of the FA Premier League, The Football League, The Scottish Premier League and/or The Scottish Football League together with the applicable reserve or youth leagues.
- 1.10 "Live on Television" means that the League Match is televised in full and simultaneously with the playing of the League Match.
- 1.11 "Single Match Betting" means betting on single League Matches that are not transmitted Live on Television. For the avoidance of doubt, a bet shall be a single League Match Bet unless it contains at least two League Matches involving teams that are members of the FA Premier League, The Football League, The Scottish Premier League and/or The Scottish Football League.
- 1.12 "Standard Rules" means those provisions of the Code of Conduct that are set out in Schedule 1.
- 1.13 "Unusual Betting Activity" means any betting activity that a Bookmaker acting reasonably should identify as an unusual betting pattern, unusual Customer behaviour or non-standard industry practice.